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1. Response

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Attorney Docket No. 47004.000180 Application No. 09/988,291

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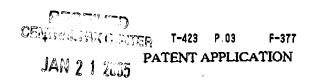
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:) Attorney Docket No. 47004.000180
ROTHMAN, et al.) Examiner: G. Akers
Serial Number: 09/988,291) Group Art Unit: 3624
Filed: November 19, 2001) Confirmation No. 8456
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Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING

CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

REQUEST FOR RECONSIDERATION

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Sir:

In response to the Office Action mailed on October 20, 2004 in the above-referenced patent application, Applicant submits the following remarks.

A listing of the claims begin on page 2.

Remarks begin on page 14.